

VKT'S 2023 WRAPPED

DECEMBER 2023 | EDITION



In the blink of an eye, yet another year has passed.

2023 has been a year marked by uncertainties that tested our resilience and adaptability. As the year is drawing to a close, the timing couldn't be better to reflect, re-evaluate and reimagine. We at VKT stood alongside our clients navigating tumultuous landscapes - businesses from glittering jewels to buzzing cafes, innovative tech to nurturing schools, and even furry friends' favorite food. Whether it's scaling a snack empire, streamlining coffee conundrums, or shaping the future of education, we've helped businesses of all shapes and sizes transform and thrive.

In 2024, let's go beyond uncertainties. Let's unwrap new possibilities, refine strategies, and propel growth. At VK Transformation, we're not just consultants; we're your transformation partners, ready to empower you to embrace 2024 with purpose, clarity, and unstoppable momentum. Join us on this journey of transformation and unlock business' true potential together. Visit <https://www.vktransformation.com/>

VKT'S 2023 KEY MILESTONES

*Number accounts
grew by 40%*

*Number of Employees
grew by 25%*



*In the second half of 2023, VKT had
our first overseas team off-site in
Penang, Malaysia.*

VKT'S 2023 YEAR IN REVIEW

Click on each respective month to read more!



December Internationalisation

A significant 57% of companies with existing overseas operations are gearing up for further expansion.

More companies are now eyeing global opportunities, recognising the transformative potential of market internalisation.



October VKT Training

The launch of VK Academy – your go-to destination for digital transformative learning.

Whether you're part of a startup, SME, or large enterprise, VK Academy offers high-impact training programmes that cater to your professional growth. We are also known for our future-proof training with tangible results.



August TikTok

The TikTok community is 1.5 times more likely to buy products discovered on the platform than other platforms' users.

With TikTok's immense popularity and expansive target audience, it has become an essential marketing platform for businesses.



November Trends Shaping Digital Marketing in 2024

Pivotal digital marketing trends that are set to define 2024 from transformative power of AI to the game-changing dynamics of video marketing.

It is crucial for businesses to use these innovations to their advantage and generate greater revenue in 2024.



September Data Science & AI

Data-driven organisations are not only 23 times more likely to acquire customers, but they're also six times as likely to retain customers and 19 times more likely to be profitable!

Businesses today harness the power of Data Science and AI to extract key insights, allowing them to engage potential customers more effectively than ever.

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June AI Impact on Digital Marketing

More than 50% of marketers believe that AI plays a crucial role in their marketing success.

Many businesses are now looking to incorporate AI into their marketing operations.



April Video Marketing

Presenting a brand consistently across all platforms can increase revenue by up to 23%.

Video marketing has grown to become one of the most powerful tools for brands to gain exposure, convey information, engage and build a personal connection with their audience.



July E-commerce

E-commerce sales are expected to increase by a whopping 61% from US\$131 billion in 2022 to US\$211 in 2025 for South East Asia market.

While in-store experiences are on the rise, the demand for online shopping remains significant, particularly among younger generations. To thrive in this ever-changing landscape, it's crucial to establish a strong online presence.



May Brand Community

A CAGR of 24.3% is estimated for revenues from the online communities market.

It is now more important than ever to tap into the power of brand communities in gaining valuable customer insights, a loyal customer base, and long term success.



March Branding

According to Forbes, marketing assets can contribute over 50% of a company's total value if the influence of branding and marketing efforts is correctly evaluated.

Having good branding can help your company stand out from the crowd, increase sales and profit, and improve brand loyalty.



February Strategic Digital Sales Leadership for Singapore Businesses

This programme is designed to help participants navigate the evolution of B2B buyers, digital transformations and disruptions that impact sales strategies and sales performance.



January Marketing More Effectively to Gen Zs

Gen Z makes up 40% of the global consumer population and has \$600 billion in spending power.

With the Gen Z population growing to become the dominant consumer group, it is undoubtedly crucial for brands to learn how to effectively target and engage with this demographic.

As 2023 draws to a close, the VK Transformation team would like to thank all our clients & partners for your continuous support. Here's wishing everyone and all our followers a restful holiday break & a successful New Year ahead! Stay tuned for more educational, inspiring content coming your way in 2024.

Unwrap your 2024. Choose VK Transformation.

READY TO MASTER YOUR DIGITAL MARKETING IN 2023?

VVKT offers Strategic Consulting, a full-fledged Digital Marketing Services and People Development Programme focused on accelerating your company's growth. Expect not only solutions in Performance Marketing but also a variety of other services ranging from Branding to Social Media Management.

With our experienced MRA & EDG Certified Consultant, VKT boasts a proven track record in achieving a high EDG application success rate with up to 50% funding. Take action today - contact us for a virtual coffee chat to discover more about how you may start your digital marketing journey and leverage our expertise!

FOR MORE DETAILS, CONTACT US TODAY

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For more information reach out to us on our [website](#) and feel free to share our newsletter.

